This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

58.   (Currently Amended) A computer implemented incentive program for encouraging certain participant actions, the program comprising:

a plurality of participants;

a participant ID associated with each participant;

a first reward program under which participants may earn points for certain participant actions, wherein a point total is associated with each participant and a record is maintained of Base Points Earned (BP), indicative of the number of points earned for a Participant Action (PA) pursuant to the first reward program;

a second reward program pursuant to which an individually determined participant redemption rate (RR) is ~~associated~~ stored in memory in association with each participant ID and the redemption rate (RR) that is associated with a particular participant ID is adjusted in response to certain action by that participant pursuant to the second reward program; and

a Program Points (PP) total associated with each participant ID, wherein PP are the product of BP and RR so that PP=BP*RR.

59.   (Previously Amended) The computer implemented incentive program of Claim 58, wherein the program is implemented with a system that includes: a participant action reporting unit, a participant ID Input unit; a data storage and memory unit; a redemption unit; an incentive adjustment unit and a computation unit.

60.   (Previously Amended) The computer implemented incentive program of Claim 58, wherein at least some of the participant redemption rates (RR) are not integers.

61.   (Previously Amended) The computer implemented incentive program of Claim 58, wherein a base redemption rate is associated with each participant and the base redemption rate is not the same for all participants and at least some of the base redemption rates are non-integer number values.

62.   (Currently Amended) The computer implemented incentive program of Claim 58, wherein the first reward program is a rebate program under which participants earn points for certain purchases and the second reward program is a variable redemption rate program through which the individually determined redemption rate associated with a particular participant is adjusted in response to certain participant action.

63.   (Previously Amended) The computer implemented incentive program of Claim 58 applied to a casino game such that the plurality of participants are players; the players' participant ID is determined by the location of the machine or associated with each participant; the casino game is a first reward program under which participants may earn points (BP) that may be redeemed for cash or prizes and the second reward program is a variable redemption rate program through which points may be redeemed for currency based upon the redemption rate (RR) in effect at the time of redemption and wherein the redemption rate associated with a particular participant is adjusted in response to certain participant action.

64. (Previously Amended) The computer implemented incentive program applied to casino gaming of Claim 63, wherein to encourage the player to play frequently and improve utilization of the underlying casino game, the system includes a timer that determines whether a predetermined time period has elapsed between consecutive play of the casino game and wherein:

if the player has a positive credit winnings balance, the redemption rate is increased by predetermined amount every time the player plays within the predetermined time period;

if the player has a negative credit winnings balance, then the redemption rate is decreased by predetermined amount every time the player plays within the predetermined time period;

if the player has a positive credit winnings balance, the redemption rate is decreased by predetermined amount whenever the predetermined time period interval has passed without the player playing; and

if the player has a negative credit winnings balance then the redemption rate is increased by predetermined amount whenever the predetermined time period interval has passed without the player playing.

65. (Previously Amended) The computer implemented incentive program applied to casino gaming of Claim 63, wherein the variable redemption rate is used to provide an auxiliary game pursuant to which a player that has a net positive balance can place an auxiliary bet that, if won, results in increasing the redemption value of the positive balance.

66.   (Previously Amended) The computer implemented incentive program applied to

casino gaming of Claim 63, further comprising a display screen for displaying information

concerning the amount of dollars on deposit, the net results, the current redemption rate, the

dollar value of the net results determined by applying the current redemption rate and the current

balance and a visual display to graphically illustrate the time remaining.

67.   (Currently Amended) A <u>computer implemented</u> method of incenting participant

action by participants in a first incentive program pursuant to which participants earn points, and

a record of the point total for each participant in the <u>first</u> program is maintained, the point total

reflecting the points earned by the participant pursuant to the first program, the method

comprising:

allowing participants in the first incentive program to participate in a second incentive

program pursuant to which participants in the second program are assigned a̶ <u>an individually</u>

<u>variable</u> redemption rate and the <u>individually variable</u> redemption rate assigned to each

participant is adjusted in response to participant action and wherein the redemption rate

associated with a participant determines the redemption value of the point total associated with

that participant such that the redemption value for two participants having an identical point total

can be different as a consequence of participant action in the second program; and

wherein records are maintained that allow o̶n̶e̶ ̶t̶o̶ ̶d̶e̶t̶e̶r̶m̶i̶n̶e̶ <u>calculation and storage in</u>

<u>memory</u>, for each participant <u>of</u>:

Base Points Earned (BP), indicative of the number of points earned for a Participant

Action (PA) pursuant to the first incentive program;

Redemption Rate (RR), which is the value of the <u>individually determined</u> redemption rate

associated with the participant pursuant to the second incentive program; and

Program Points (PP), which is the total points earned under the second incentive

program.

68.   (Previously Amended) The method of Claim 67, wherein the second incentive

program is a continuous redemption system wherein base points are converted into program

points as they are earned by reference to the redemption rate in effect at the time of the

participant action for which the points were earned.

69.   (Previously Amended) The method of Claim 67, wherein the second incentive

program is a periodic redemption system wherein base points are converted into program points

at the end of a predetermined period by reference to the redemption rate in effect at the end of

the period.

70.   (Previously Amended) The method of Claim 67, wherein the second incentive

program is a redemption on demand system wherein base points are converted into program

points only upon the participant's demand by reference to the redemption rate in effect at the

time of demand.

71.   (Previously Amended) The method of Claim 67, wherein at least some of the

participant redemption rates (RR)are not integers.

72.   (Previously Amended) The method of Claim 67, wherein a base redemption rate

is associated with each participant and the base redemption rate is not the same for all

participants and at least some of the base redemption rates are non-integer number values.

73.   (Previously Amended) The method of Claim 67, wherein the first reward

program is a rebate program under which participants earn points for certain purchases and the

second reward program is a variable redemption rate program through which the cash value

redemption rate associated with a particular participant is adjusted in response to certain

participant action.

74.   (Currently Amended) A computer implemented method of providing an incentive

for participant action by participants engaged in an activity pursuant to which participants earn

points, and a record of the base points (BP) for each participant is ~~maintained~~ stored in memory,

the base points (BP) being the points earned by the participant engaged in the activity, the

method comprising:

providing an incentive program pursuant to which participants in the incentive program

are assigned ~~a~~ an individually determined redemption rate (RR) and earn program points (PP),

wherein the redemption rate (RR) assigned to each participant is adjusted in response to

participant action and wherein the program points (PP) are determined by converting base points

(BP) into program points (PP) according to the following formula: PP=BP*RR.

75.   (Currently Amended) The method of Claim 74, wherein the ~~second~~ incentive program is a continuous redemption system wherein base points are converted into program points as they are earned by reference to the redemption rate in effect at the time of the participant action for which the points were earned.

76.   (Currently Amended) The method of Claim 74, wherein the ~~second~~ incentive program is a periodic redemption system wherein base points are converted into program points at the end of a predetermined period by reference to the redemption rate in effect at the end of the period.

77.   (Currently Amended) The method of Claim 74, wherein the ~~second~~ incentive program is a redemption on demand system wherein base points are converted into program points only upon the participant's demand by reference to the redemption rate in effect at the time of demand.